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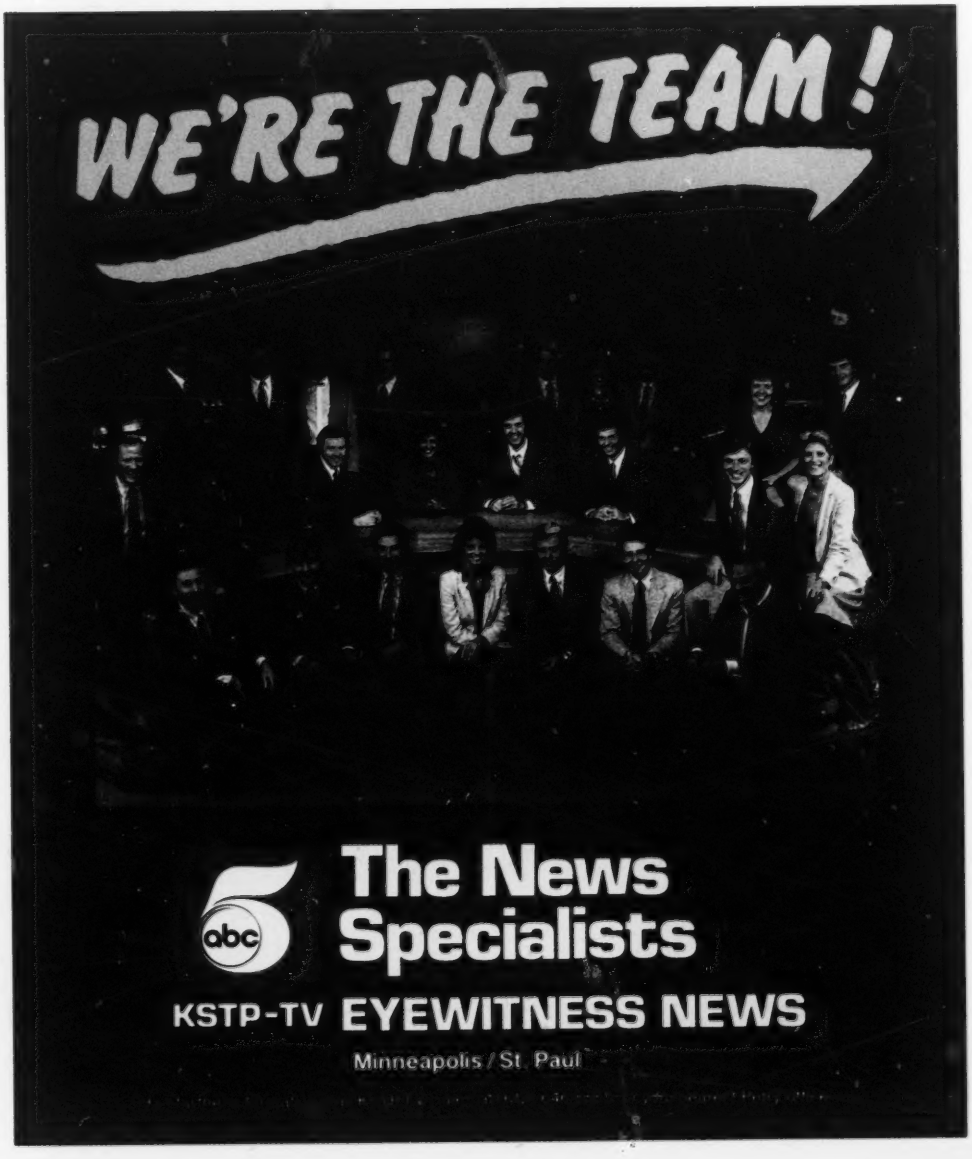
The Fifth Estate

Broadcasting Nov 28



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Vol. 105 No. 22

Broadcasting Nov 28

FCC poised to change dramatically rule of 7's □ Comments abound in TV dereg proceeding □ Fourth quarter business causing first quarter worries □

LAST LEGS □ Broad consensus in rulemaking to modify FCC's multiple ownership requirements arises out of comments; only remaining question: what, if any, limits to set. **PAGE 23.**

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PUBLIC SERVANT □ NAPTS head Bruce Christensen has attempted to lead by following; divining the direction member stations are heading and helping them attain their goals. **PAGE 87.**

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on Nielsen's October measurements in the 23 markets.

In Monday-through-Saturday prime access time on network affiliates, *Hee Haw*, the venerable country music variety show, remained the top share winner among syndicated programs. Seen on six affiliates in access time, it averaged a 29% share. *Dance Fever*, on seven stations, came in second with a 25 share. *Wheel of Fortune*'s 24 share was two points ahead of *Family Feud PM* (on 20 stations) and *Tic Tac Dough* (on seven), which tied for fourth. Another new syndicated program, *This is Your Life*, ranked eighth, averaging an 18 share on the three affiliates carrying it in access time. Two other newcomers, *Love Connection* and *Taking Advantage*, ranked 12th and 13th with shares of 11 and 8, respectively. *Love Connection* was on three affiliates in access time, *Taking Advantage* on four. (Paramount Television, which syndicates *Taking Advantage*, said last week that the weekly financial program, scheduled primarily on Sunday morning and in weekend access, had averaged a 4.6 national Nielsen rating during its first eight weeks on the air.)

On independent stations in the access period, *M*A*S*H* and *Three's Company* tied for first place in rankings according to audience share, averaging 19% each, with *Solid Gold* coming in third at 18%. *M*A*S*H* was on 12 independents in access time, *Three's Company* on nine and *Solid Gold* on 10.

In Monday-Friday daytime on network affiliates, *Donahue* continued to rule, averaging a 32 share on 21 stations, followed by *Joker's Wild* with a 21 share on three stations. *Hour Magazine*, on 12 stations, and *Tic Tac Dough*, on six, tied for third with 20 shares. Three new syndicated shows appeared in the list: *Love Connection* tied with *The 20-Minute Workout* for fifth place, averaging a 12 share; *Woman to Woman* tied with *Family* for seventh at 11, and *Breakaway* came in ninth at 6. *Love Connection* was on six affiliates in daytime, *Woman to Woman* on 10 and *Breakaway* on three.

In Monday-Friday daytime on independents, *Woman to Woman* and another newcomer, *Inspector Gadget*, were in a three-

'Day After' sweeps ABC to victory

On the strength of the highest-rated network movie of all time (see "Top of the Week"), ABC-TV won the eighth week of the prime time ratings race with a 1.3 rating-point lead over second-ranked CBS-TV. NBC-TV, which finished last on every night of the week (ending Sunday, Nov. 20), and averaged only a 20.6 share of the audience, suffered its lowest weekly rating and share since the week ending Feb. 13, when ABC aired its mini-series *Winds of War*

ABC won Monday, Saturday and Sunday while CBS, which aired parts two and three of its mini-series, *Chiefs*, won Tuesday, Wednesday, Thursday and Friday. Despite its second-place finish, CBS aired eight of the week's top ten programs, while ABC and NBC each had only one. Of the week's top 30 programs, however, ABC was ahead, airing 13 to CBS's 12 and NBC's five.

For the week, according to A.C. Nielsen's National Television Index, ABC averaged a 20.4 rating/31.3 share, compared with a 19.1/29.2 for CBS and a 13.5/20.6 for NBC. CBS remains ahead in season-to-date ratings, averaging an 18.2/29 to ABC's 17.8/28 and NBC's 15.1/24. In averages for the November sweeps, set to end this week, CBS is also ahead, having averaged a 19 rating as of Nov. 20 to ABC's 18.3 and NBC's 14.6.

ABC's broadcast of the highly controversial movie *The Day After*, on Sunday, helped the network to a 36.9/51.5 for the night, more than twice the rating and share for CBS (16.1/22.5) and three times that of NBC (12.2/17.6). A special one-hour installment of the occasional ABC News program, *Viewpoint*, aired following the movie, contained no advertising and was given no national rating, although overnight ratings in Nielsen's six metered markets indicate it may have been the highest- rated news broadcast in network history.

Part one of NBC's highly publicized mini-series, *Kennedy* (12/17), proved no competition for *The Day After* and finished third in its time period.

ABC's victory Monday came in part from the season's second-highest-rated *Monday Night Football* broadcast (18.1/29), a game between the Atlanta Falcons and the Los Angeles Rams. The game helped ABC to a 19.5/28.8 average for the night, against the usual front-runner, CBS (18/27.3), which aired its regular series lineup, and NBC (15.8/23.5). NBC's telecast of the movie, "Ordinary People" (18.2/29), won its time period, but its lead-in *Boone* (11/14) finished third behind CBS's *Scarecrow and Mrs. King* (19.5/29), which had its highest rating in a month, and ABC's *That's Incredible* (17.6/26).

Although *A Team* (25.1/37) gave NBC a big lead in the 8 p.m. slot on Tuesday, the rest of its lineup fell victim to *Chiefs, part two* (23/36). *Bay City Blues* (7.2/12), NBC's new 10-p.m. entry, continued its steady decline since its premiere four weeks ago and helped drag NBC's nightly average down to a 16.1/24.8, behind CBS's 20.6/31.4 and ABC's 17/26.5.

On Wednesday, *Chiefs, part three* (23.7/36) overpowered ABC's formidable series lineup, helping CBS to a 20.8/31.7 for the night. ABC, which won the 8-p.m. slot with *Fall Guy* (20.6/32), finished second (19.4/29.7) followed by NBC (13.9/21.2), which saw its series lineup open with *Real People* (16.3/25) and then decline steadily in ratings to close with *St. Elsewhere* (10.9/17).

ABC pulled slightly ahead of NBC on Thursday by opening its night with a one-hour special, *World's Funniest Commercial Goofs* (19.5/29), and averaging a 15.7/23.7 to NBC's 15.4/23.1. NBC last week renewed its only new Thursday-night series, *We Got It Made*, through the end of the season. CBS, with all three of its series in the week's top ten, averaged a 22.8/34.4 for the night.

On Friday, NBC's lowest-rated night of the week, that network's telecast of the movie "Blowout" (8.1/13) contributed to a disastrous 8.4/13.5 for the night overall, far behind ABC's 15.3/24.9 and CBS's 23.2/37.7. NBC's 8:30-p.m. comedy *Jennifer Slept Here* (8.6/14) had its lowest-rated outing so far this season, while its competition on ABC, *Webster* (18.1/29), hit its season high.

Rank	Show	Network	Rating/Share
1.	The Day After	ABC	46.0/62
2.	Dallas	CBS	27.5/43
3.	Simon & Simon	CBS	25.2/37
4.	A Team	NBC	25.1/37
5.	Falcon Crest	CBS	23.7/40
6.	Chiefs, Part 3	CBS	23.7/36
7.	Chiefs, Part 2	CBS	23.0/36
8.	60 Minutes	CBS	22.8/34
9.	Magnum, P.I.	CBS	22.2/33
10.	Knots Landing	CBS	21.5/33
11.	Fall Guy	ABC	20.6/32
12.	Dynasty	ABC	20.6/30
13.	AfterMASH	CBS	20.5/29
14.	Scarecrow and Mrs. King	CBS	19.5/29
15.	Commercial Bloopers	ABC	19.5/29
16.	Newhart	CBS	19.2/28
17.	Hart to Hart	ABC	19.0/32
18.	Love Boat	ABC	19.0/31
19.	Dukes of Hazzard	CBS	18.3/30
20.	Ordinary People	NBC	18.2/29
21.	NFL Monday Night Football	ABC	18.1/29
22.	Webster	ABC	18.1/29
23.	That's Incredible	ABC	17.6/26
24.	Hill Street Blues	NBC	17.4/27
25.	Cheers	NBC	17.2/25
26.	Hotel	ABC	16.9/27
27.	Real People	NBC	16.3/25
28.	Fantasy Island	ABC	16.2/28
29.	Benson	ABC	16.2/27
30.	Smokey and the Bandit II	ABC	16.0/24
31.	Remington Steele	NBC	15.9/24
32.	Mississippi	CBS	15.9/23
33.	T.J. Hooker	ABC	15.8/26
34.	20/20	ABC	15.5/24
35.	Matt Houston	ABC	15.3/26
36.	Facts of Life	NBC	15.2/22
37.	Ripley's Believe It Or Not	ABC	15.1/23
38.	Whiz Kids	CBS	15.0/23
39.	We Got It Made	NBC	15.0/22
40.	Emerald Point N.A.S.	CBS	14.7/24
41.	Trapper John, M.D.	CBS	14.5/22
42.	NFL Football	NBC	14.4/23
43.	Alice	CBS	14.4/19
44.	Diff'rent Strokes	NBC	14.3/24
45.	Jeffersons	CBS	14.0/18
46.	Mommie Dearest	CBS	13.9/23
47.	Silver Spoons	NBC	13.9/23
48.	Family Ties	NBC	13.9/21
49.	Men and Women	NBC	13.5/22
50.	Lottery	ABC	13.5/21
51.	Gimme A Break	NBC	13.2/20
52.	Mama's Family	NBC	12.4/18
53.	Trauma Center	ABC	12.1/18
54.	Kennedy, Part 1	NBC	12.0/17
55.	Great Day	CBS	11.5/19
56.	Goodnight, Beantown	CBS	11.5/16
57.	Yellow Rose	NBC	11.3/19
58.	Boone	NBC	11.0/16
59.	St. Elsewhere	NBC	10.9/17
60.	Mr. Smith	NBC	9.1/15
61.	Jennifer Slept Here	NBC	8.6/14
62.	Blowout	NBC	8.1/13
63.	First Camera	NBC	7.7/11
64.	Bay City Blues	NBC	7.2/12

* Rating represents average of game runover plus 4-minute post-game show

owned by Donald W. Poucher, president. It has no other broadcast interests. Buyer is owned by Terry D. Reed (49%); his wife, Laura W. (1%); Jesse D. Newman and his wife, Anna L. (25% each). Jesse Newman also owns WBUC(AM) Buckhannon, W. Va. Action Nov. 9.

■ WFXW(AM) Geneva, Ill. (1480 khz, 1 kw-D, 500 kw-N)—Granted assignment of license from Miller Broadcasting Inc. to Gamel Broadcasting Inc. for $530,000 including assumption of $260,000 debt and $60,000 noncompete agreement. Seller is licensee of WMMB(AM)-WYRL(FM) Melbourne, Fla. Howard A. Miller is president and 100% owner. Buyer is owned by Gerald W. Gamel, president, and wife, Ira L. (17% jointly); John A. Cassens and son, John E. H. (50% jointly), and four other Illinois investors. Gerald Gamel is farm director at WSDR(AM) Sterling, Ill.; Ira Gamel is part-time receptionist there. Both will cease employment upon FCC approval of application. Action Nov. 7.

■ WBFC(AM) Stanton, Ky. (1470 khz, 1 kw-D)—Granted assignment of license from Roger H. Wells to Jerry Wilson for $67,000. Seller has no other broadcast interests. Buyer is on-air personality at WBFC. Action Nov. 7.

■ WKLZ(AM) Kalamazoo, Mich. (1470 khz, 500 w-D, DA-D)—Granted assignment of license from Circle Corp. to Independent Voice Inc. for $120,000. Seller is owned by Walter Isbert (51%) and Larry Kronenberger (49%). It has no other broadcast interests. Station has been off-air since May 27 because of financial difficulties. Buyer is owned by Edward Gainor (52%), Eric J. Elstro (30%) and Lisa L. Gill (18%). Gainor is currently director of news and operations, and Elstro is currently reporter, both at WSJM(AM) St. Joseph, Mich. Both will resign. Gill is formerly reporter at WSJM. Action Nov. 7.

■ WLRC(AM) Walnut, Miss. (850 khz, 250 w-D)—Granted assignment of license from Associated Christian Enterprises to B.R. Clayton and Martha S. Clayton for $100,000. Seller is owned equally by James R. (Ron) Mitchell and Larry Dunlap. Both are Baptist ministers and have no other broadcast interests. Buyers are husband and wife. Martha Clayton was assistant program director at WKXC(AM) New Albany, Miss. B.R. (Robert) Clayton is shift foreman with Tenneco Inc. Action Nov. 7.

■ WHJJ(AM)-WHJY(FM) Providence, R.I. (920 khz, 5 kw-U; FM: 94.1 mhz, 50 kw, HAAT: 546 ft.)—Granted assignment of license from Franks Broadcasting Co. Inc. to Federal Communications Corp. for $8.85 million (BROADCASTING, July 4). Seller is owned by John E. Franks, president. It has no other broadcast interests. Buyer is owned by Robert E. Fish (75%) and Janet R. Karger (25%). Fish is vice president and general manager of WRKO(AM) Boston. Action Nov. 4.

■ WBOL(AM)-WVST(FM) Bolivar, Tenn. (1560 khz, 250 w-D; FM: 96.7 mhz, 3 kw, HAAT: 300 ft.)—Granted transfer of control of Bolivar Broadcasting Service Inc. from William H. Morrow (55% before; none after) to Warren H. Isbell (none before; 55% after) for $200,000. Seller has no other broadcast interests. Buyer is leather worker at Armira Corp. in Bolivar, and has no other broadcast interests. Granted Nov. 8.

■ WIDD-FM Elizabethton, Tenn. (99.3 mhz, 3 kw, HAAT: minus 79 ft.)—Granted assignment of license from Southern Signal Corp. to Norman A. Thomas Jr. for $500,000. Seller is equally owned by H. Curtis Williams, president, and H. Gene Artrip. They also own 40% of WPRT-AM-FM Prestonburg, Ky. Buyer also owns WSJO(AM) Jonesboro, Tenn. Action Nov. 3.

■ WPQZ(AM) Clarksburg, W. Va. (1400 khz, 1 kw-D, 250 kw-N)—Granted assignment of license from The Gilcom Corp. of West Virginia to Radio Two for $387,500. Seller is owned by Edward T. Giller, who also owns WFBG-AM-FM Altoona, Pa., and WEIR(AM) Weirton, W. Va. Giller is applicant for WLEE(AM) Richmond, Va. Buyer is owned by Jack T. Cloyd (90%) and his son, J. Michael Cloyd (10%). They also own WKKW(FM) Clarksburg. Action Nov. 9.

■ [CP] KLWY(TV) Cheyenne, Wyo. (ch. 27; 4,270 kw vis., 427 kw aur.; HAAT: 760 ft.)—Granted assignment of license from The Chrysostom Corp. to Heart of Wyoming Television Inc. for $125,000. Seller is headed by Daniel M. Burke, president. It also owns KCWY-TV Casper, KOWY(TV) Lander and KWWY(TV) Rock Springs, all Wyoming. Buyer is principally owned by A.J. Stanton Jr., president, who owns 50% of applicant for new TV at Casper. Action Nov. 7.

In contest

Rulings

■ Stuttgart, Ark.—Review Board denied appeal by Riceland Communications Inc., applicant for new FM at Stuttgart, from order dismissing its app. and granting the competing app. of Chudy Broadcasting Corp. (BC 82-633-4). MO&O adopted Nov. 6.

■ Clovis, Calif.—Review Board granted app. of North Star Communications for new TV on ch. 43 at Clovis and denied competing app. of San Joaquin Television Improvement Corp. for same facilities. (BC 82-552-3). Decision adopted Nov. 6.

■ Oildale, Calif. (KMAP Inc. et al.)—ALJ Thomas B. Fitzpatrick granted settlement agreements; dismissed app. of KMAP Inc. and Steven Rodriquez Macias; granted app. of KB Enterprises for new FM at Oildale, and terminated proceeding. (MM 83-178-80). MO&O adopted Nov. 8.

■ Rancho Mirage and San Marcos, Calif. (Central Pacific Broadcasting Corp. and Radio 1210 Inc.)—Granted motion for summary decision by Central Pacific; resolved financial qualification and environment impact issues in its favor, and granted its app. to operate on 1200 khz in Rancho Mirage. (MM 83-785; 787). Summary decision adopted Nov. 2.

■ Rancho Mirage, San Jacinto and San Marcos, Calif.—Review Board denied appeal by Radio 1210 In., successor in interest to North County Broadcasters, from MO&O by ALJ Walter C. Miller released Sept. 27 in which he stated that North County's app. could not be granted without hearing due to serious character question regarding one of its principals. Miller had granted settlement agreement between North County and another applicant. (MM 83-785-87). Adopted Nov. 9.

■ Riverbank, Calif. (Riverbank Broadcasters and Radio Riverbank Inc.)—ALJ Joseph Stirmer granted settlement agreement; dismissed app. of Riverbank Broadcasters, granted app. of Radio Riverbank Inc. for new AM in Riverbank, and terminated proceeding. (MM 83-509-10). MO&O adopted Nov. 9.

■ Hilo and Waimea, Hawaii—Review Board granted settlement agreement; dismissed app. of Alegria II Inc. for new AM on 670 khz at Waimea; granted app. of Hawaii Broadcasting Co. Inc. for authority to change frequency of its AM station, KPUA Hilo, Hawaii, from 970 khz to 670 khz, and terminated proceeding (BC 82-167-8). Order adopted Nov. 10.

■ East St. Louis, Ill. (Minority Broadcasters of East St. Louis Inc. and Spectrum Telecommunications Corp.)—ALJ Edward J. Kuhlmann granted app. of Minority and denied competing app. of Spectrum. Spectrum had demerit assessed against it for carelessly preparing its app. (BC 82-378, 380). Initial decision issued Nov. 8.

■ Madill, Okla. (TAP Communications Inc. and Radio Station KMAD)—ALJ Joseph Chackin granted settlement agreement; dismissed app. of TAP; granted app. of KMAD for new FM at Madill, and terminated proceeding. (MM 83-971-2). MO&O adopted Nov. 9.

■ Christiansted, V.I. (Virgin Islands Broadcasting Corp. and B and B Partnership)—ALJ Edward J. Kuhlmann granted settlement agreement; dismissed app. of B and B; granted app. of Virgin Islands Broadcasting Corp. for new FM on ch. 262 (100.3 mhz) at Christiansted, and terminated proceeding (MM 83-932-3). MO&O adopted Nov. 7.

■ Quantico, Va.—Chief, Mass Media Bureau denied petition by Amvideo of Virginia Inc., for waiver of mandatory signal carriage rules and ordered it to begin carrying on its cable system serving Quantico, within 30 days, signal of noncommercial education station WHMM-TV Washington, ch. 32. MO&O adopted Nov. 7.

■ Casper, Wyo. (Wentronics Inc. and Hi Ho Television)—Commission denied Hi Ho, licensee of TV translator K20AB, ch. 20, Casper, review of staff action granting Wentronics, operator of cable television system serving Casper and neighboring communities, waiver of mandatory signal carriage rules. Action upheld challenge to Hi Ho's signal quality and reliability. MO&O adopted Nov. 8.

Allocations

Proposed

■ Camden, Ark.—Gary D. Terrell proposed assignment of ch. 237A to Camden; community's second FM service. Site restriction of 5.7 miles south of Camden required. Comments due Jan. 9; reply comments Jan. 24. Address of consultant: Edward M. Johnson and Associates Inc., One Regency Square, Suite 450, Knoxville, Tenn. 37915. (MM 83-1231). Adopted Oct. 31.

■ Grass Valley and Chester, Calif.—Eric R. Hilding requested assignment of class B ch. 256 to Grass Valley; community's second FM assignment. Minimum distance separation requires substitution of ch. 280A for class C ch. 255 at Chester. No app.'s have been filed for ch. 255 at Chester since it was assigned 18 months ago. Comments due Jan. 9; reply comments, Jan. 24. Address: P.O. Box 1300, Freedom, Calif. 95019. (MM 83-1232). Adopted Nov. 2.

■ Ventura, Calif.—Stephen J. Mewhort proposed assignment of UHF ch. 41 to Ventura; community's second commercial television service. Mexican concurrence must be obtained. Comments due Jan. 9; reply comments, Jan. 24. Address: P.O. Box 843, Clovis, Calif. 93612. (MM 83-1236). Adopted Nov. 2.

■ Yucaipa, Calif.—Shepherd Communications proposed assignment of ch. 215A to Yucaipa; community's first noncommercial educational FM service. Site restriction of 4.6 miles east of Yucaipa. Mexican concurrence must be obtained. Address of counsel: Donald L. Crosby, Florida National Bank Building, 700 Central Ave., P.O. Drawer 1441, St. Petersburg, Fla. 33731. Comments due Jan. 5; reply comments, Jan. 20. (MM 83-1202). Adopted Oct. 20.

■ Fort Walton Beach, Fla.—Fort Walton Beach Television Inc. proposed assignment of UHF ch. 17 to Fort Walton Beach; community's third television facility. Comments due Jan. 9; reply comments, Jan. 24. Address: P.O. Box 777, Marianna, Fla. 32446. (MM 83-1235). Adopted Nov. 2.

■ Roswell, Ga. and Andrews, N.C.—Jess Jimenez requests assignment of ch. 59 to Roswell and substitution of ch. *24 for ch. *59 at Andrews. Address of consultant: A.G. Thiessen, Suite 418, Uptain Building, Chattanooga, Tenn. 37411-4065. Petition will be treated as counterproposal in (MM 83-1135) and statements should be submitted as reply comments, subject to that deadline.

■ Newton, Iowa—IPBC Inc. proposed assignment of UHF ch. 39 to Newton; community's first television facility. Comments due Jan. 9; reply comments, Jan. 24. Address of counsel: Dominic Monahan, 1225 Connecticut Ave., N.W., Suite 500, Washington, D.C. 20036. (MM 83-1237). Adopted Nov. 2.

■ Iron River, Mich.—Channel 23 proposed for assignment to Iron River; community's first television service. Petitioner: Iron River Telecasting Company. Address of counsel: Liberman, Sanchez and Bentley, 2000 L St., N.W., Suite 200, Washington, D.C. 20036. Comments due Jan. 5; reply comments, Jan. 20. (MM 83-1204). Adopted Oct. 20.

■ Stephenson, Mich.—Robert A. Sherman proposed assignment of ch. 257A to Stephenson; community's first FM assignment. Canadian concurrence must be obtained. Comments due Jan. 5; reply comments, Jan. 20. Address: 1039 Division, Port Huron, Mich. 48060. Adopted Oct. 20.

■ Bloomfield, N.M.—KBRY Inc. proposed assignment of class C ch. 283 to Bloomfield; community's first FM service. Comments due Jan. 9; reply comments, Jan. 24. Address of counsel: Vincent J. Curtis Jr., 1226 Connecticut

Summary of broadcasting as of July 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,723	162	4,885
Commercial FM	3,458	422	3,880
Educational FM	1,101	163	1,264
Total Radio	9,282	747	10,029
FM translators	693	403	1096
Commercial VHF TV	536	9	545
Commercial UHF TV	321	191	512
Educational VHF TV	112	5	117
Educational UHF TV	171	20	191
Total TV	1,140	225	1,365
VHF LPTV	168	84	252
UHF LPTV	48	69	117
Total LPTV	216	153	369
VHF translators	2,786	235	3,021
UHF translators	1,825	372	2,197
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.